Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application; where claims have been cancelled, Applicant has cancelled the claims without prejudice and reserves the right to present the claims in a continuing application:

LISTING OF THE CLAIMS

Claim 1 (cancelled).

Claim 2 (cancelled).

Claim 3 (cancelled).

Claim 4 (cancelled).

Claim 5 (cancelled).

Claim 6 (cancelled).

Claim 7 (cancelled).

Claim 8 (cancelled).

Claim 9 (cancelled).

Claim 10 (cancelled).

Claim 11 (cancelled).

Claim 12 (cancelled).

Claim 13 (cancelled).

Claim 14 (cancelled).

Claim 15 (cancelled)

Claim 16 (cancelled).

Claim 17 (cancelled).

Claim 18 (previously presented): A method for managing product recall notice signals in a product centric system, comprising:

programming a correlation table to assign transmission channels to selected target product groups, wherein one or more transmission channels is programmed into the table for each target product group;

inputting into the correlation table an input signal that corresponds to an indicia of a target product group to be recalled;

automatically transmitting, in response to said input signal to the correlation table, a recall signal for a selected target group of products over the one or more transmission channels assigned to the selected target group in the correlation table; and

storing in memory each time and date a recall notice signal has been transmitted.

Claim 19 (previously presented): The method as in claim 18, further including the step of

storing in memory a recall notice identifier and the text of the recall notice; and wherein

the step of automatically transmitting comprises automatically transmitting to the one or more target product groups only the recall notice identifier.

Claim 20 (previously presented): The method as in claim 18, further including the step of

storing in the correlation table a plurality of signals, each defining one or more time slots, the one or more time slots being different for the different target product groups; wherein

the step of automatically transmitting comprises automatically transmitting a recall signal for a selected target group of products during the one or more time slots assigned to the selected target group in said correlation table.

Claim 21 (previously presented): The product centric method as in claim 18, wherein

the transmission channels stored in the correlation table include at least one or more broadcast channels, cable TV, telephone, a utility power distribution channel, and a wired network.

Claim 22 (cancelled).

Claim 23 (previously presented): A product centric method for managing product recall notice signals to one or more selected target product groups, comprising:

programming a correlation table to assign one or more time slots to selected target product groups, wherein one or more such time slots are programmed into the table for each target product group, the one or more time slots being different for the different target product groups;

inputting into the correlation table an input signal that corresponds to an indicia of a target product group to be recalled;

automatically transmitting, in response to said input signal to the correlation table, a recall signal to a selected target group of products during the one or more time slots that is assigned to that selected target group in the correlation table; and

storing in memory each time and date a recall notice signal has been transmitted.

Claim 24 (previously presented): The product centric method as in claim 23, further including the steps of

storing in memory a recall notice identifier and the text of the recall notice; and

transmitting to the target products only the recall notice identifier.

Claim 25 (previously presented): The product centric method as in claim 23, wherein

the step of automatically transmitting comprises automatically transmitting the recall signal multiple times irrespective of whether it has been previously received by the selected target product group; and

storing in memory the date and time of each such transmission.

Claim 26 (previously presented): The product centric method as is claim 23, further including the steps of

storing in memory for each recall signal whether an acknowledgement of the receipt of the recall signal is required from each of the products in the selected target group; and

for each of the products in the selected target group, storing in memory whether such an acknowledgement has been received.

Claim 27 (previously presented): A product centric system for managing product recall notice signals, comprising:

a plurality of transmission channels for transmitting said product recall notice signals,

a correlation table that has been programmed to assign transmission channels to selected target product groups, wherein one or more transmission channels is programmed into the table for each target product group;

an input circuit connected to the correlation table to supply an input signal that corresponds to an indicia of a target product group to be recalled;

a transmitting circuit for automatically transmitting, in response to said input signal to the correlation table, a recall signal for a selected target group of products over the one or more transmission channels assigned to the selected target group in the correlation table; and

memory for storing each time and date a recall notice signal has been transmitted.

Claim 28 (previously presented): The product centric system as in claim 27, further including

a wide area network interface, and wherein

a product identifier is received by way of the wide area network interface.

Claim 29 (previously presented): The product centric system of claim 27, wherein

a product identifier is obtained by establishing a connection with a user computer using the wide area network interface; further including

a product identifier web page; and

a user entry from the product identifier web page.

Claim 30 (previously presented): The product centric system of claim 27, wherein

the product notice server comprises a wide area network interface, and wherein

the signal transmitter comprises a wide area network interface, and wherein

a connection is established between the product notice server and the signal transmitter, and wherein

the product notice server further conveys the signal command to the signal transmitter using the established connection.